

ORDER



KSNV

Orders	Order / Rev:	107265
	Alt Order #:	06859515
	Product Desc:	SKED C OBAMA
	Estimate:	1904
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	09/28/12 / 09/28/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	40	\$20,300.00	\$17,255.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$20,300.00	\$17,255.00	0.00
Totals	40	\$20,300.00	\$17,255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$20,300.00
Market	100%	\$72,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$20,300.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$16,675.00
KTUD	1%	\$725.00
KVVU	15%	\$10,875.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	- TWTF - -		4		\$900.00		0.00					

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Advertiser: Obama for America
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 Estimate: 1904

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$900.00		0.00						
E 2	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$425.00		0.00						
E 3	KSNV	10/08/12	10/08/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$425.00		0.00						
E 4	KSNV	10/08/12	10/08/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$325.00		0.00						
E 5	KSNV	10/02/12	10/05/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$325.00		0.00						
E 6	KSNV	10/02/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$325.00		0.00						
E 7	KSNV	10/08/12	10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$325.00		0.00						
E 8	KSNV	10/08/12	10/08/12	Noon News Noon News	CM	12-1230pm	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
ENWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$425.00		0.00						
E 9	KSNV	10/02/12	10/05/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$425.00		0.00						
E 10	KSNV	10/02/12	10/05/12	Days of our Lives Days of our Lives	CM	1258p-2pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$425.00		0.00						
E 11	KSNV	10/08/12	10/08/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$425.00		0.00						
E 12	KSNV	10/08/12	10/08/12	The Doctors The Doctors	CM	2pm-3pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	1		\$325.00		0.00						
E 13	KSNV	10/02/12	10/05/12		CM	2pm-3pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00

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The Doctors The Doctors DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 - TWTF-- 4 \$325.00 0.00															
E 14	KSNV	10/02/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	- TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 - TWTF-- 4 \$450.00 0.00															
E 15	KSNV	10/08/12	10/08/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$450.00 0.00															
E 16	KSNV	10/02/12	10/02/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
PHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$3,200.00 0.00															
													Totals	40	\$20,300.00